

Mortgage Advice Services - Case Study

Mortgage Company Drives Response By Text

Objective

- Generate as much direct response as possible from a nationwide TV campaign during March 2005
- Give the consumer a choice of contact method
- Position the Mortgage Advice Services brand as innovative and forward thinking

Solution

- Use a text response mechanic
- Consumers can either call the company on a free phone number or text 'advice' to 88800

Results

- 50% of all response has been by text
- Clearly demonstrates that if you give the consumers a choice, they will opt to make their initial contact by text
- Only company in sector that is offering a text response option

Text Marketer Director, Richard Hawley commented, "Any marketing activity which is aiming to motivate the consumer to respond, should have a text response option incorporated into the campaign. Not only does this generate more response, it reflects well on the brand running the campaign."

Text Response from advertising

The Car Agency is one of the leading UK car finance companies, offering a range of tailored credit solutions.

Objective

- Allow customers to make an initial enquiry by SMS directly from local advertising without having to pick up the phone or visit a web site
- Allow customers to respond to advertising wherever they happen to be
- Increase consumer choice
- Maximize return on investment from significant advertising spend

Solution

- 'Text-enable' The Car Agency advertising. To make an enquiry, customers simply text in a keyword to 5 digit short code
- The sales team then follow up with an outbound call

Results

- Approximately 30% of the total response generated is by SMS
- The Car Agency have witnessed an total uplift in response of around 35%
- SMS response is now a crucial element of their direct response advertising

Lathams Tobay - SMS Marketing for Car Dealers

Vauxhall Franchised dealer gets results with SMS marketing. The otherwise traditional world of the car dealer realizes the benefits of text message marketing and how it applies to every industry.

Lathams Tobay have been using Text Marketer's mobile marketing platform for a number of years.

They have reported the following dramatic success.

- Uplift in response rate to service/MOT reminders of 29%
- increase score on customer survey question from 35% to 95%

Comments from Jim Bailey, Aftersales Manager:

"The system is very user-friendly, I was using it within 10 minutes."

"The biggest impact for me is that I now have time to concentrate on other elements of my job. We save money on our communications and generate more business."

"The text messaging system enables key areas of our customer follow up. We are now reaching far more customers in an extremely cost effective and efficient way."

Reaction from customers? - 100%positive, "great", "brilliant"

Sunderland Council

Text Recruitment Drive

Objective

- Generate as much high quality response as possible from a recruitment advertising campaign
- Give potential applicants a choice of contact method
- Measure the effectiveness of the advertising campaign
- Position Sunderland Council as an innovative and forward thinking employer
- Generate useful PR

Solution

- Deploy a text response mechanic within the campaign
- Applicants can apply for a job with the council by either calling the recruitment help line or texting in the keyword 'sund'

Results

- 204 job enquiries generated by text
- Clearly demonstrates that if you give applicants a choice, they will opt to make their initial contact by text
- Local paper ran a [full page article](#) on Sunderland Council's innovative SMS recruitment campaign

Sue Stanhope, corporate head of personnel said "Using the city's most popular recruitment medium to attract talent from one of the world's most IT literate communities is a very exciting project."

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Leicestershire Police

Police Launch Text Recruitment Drive

Objective

- Invigorate recruitment policy with engaging and responsive campaign
- Generate a response from people who have an interest in a police career but have not gone down the more formal route of making a direct enquiry.
- Allow interested people to respond wherever they happen to be



Solution

- Launch of text recruitment drive
- Supported by a regional poster campaign
- Potential recruits text the keyword 'police' to a 5 digit short code
- Responders receive a call from their recruitment officer for an informal chat about career paths The Force has to offer.

Results

- The campaign has generated over 220 respondents
- These are potential recruits that Leicestershire Police have not been able to engage with their traditional recruitment strategy

Text Marketer Director, Henry Cazalet commented; *"This campaign demonstrates how mobile marketing initiatives are evolving to encompass a far broader range of applications than we have previously seen."*

BP Lubricants

BP Textsaver - A strategic partnership between BP and Text Marketer brings mobile marketing into the car dealer sector.

Objective

- Provide BP's car dealer customers with a unique marketing tool
- Enable BP to form 'partnership' with car dealers that moves beyond a traditional lubricant supplier agreement
- Demonstrate tangible benefits to the dealers that encourage long term relationships
- Provide a powerful discriminator in a fiercely competitive market

Solution

- **BP TextSaver** - unique online texting platform offered to BP car dealer customers
- Allows car dealers to communicate with customers by text
- 2 way module allows customer to respond to texts
- Web based platform allows multiple users from any web enable work station

Results

- Positioned BP as the leader in providing marketing services to dealers
- Dramatically reduced dealer phone bills by up to 27%
- Increased response rates to service and MOT reminders from around 52% to 85%
- Significant time savings for car dealer staff
- Create massive impact, builds customer loyalty, 100% positive feedback from customers

What they say..

"The texts get immediate results" - Tom Aitkin, Machargs.

"It couldn't be simpler" - Keith Ford - Swain and Jones

Unison

Unison canvass members by text

Objective

- The UK's largest union, Unison, needed to develop an innovative and cost effective way of communicating with existing members and recruiting new ones.
- Communicate key events throughout the year that require action from members
- Encourage response and reaction
- Canvass members on a number of important Unison issues including their views on an ongoing television campaign

Solution

- Create on-line text communication package that Unison control
- Encompass in one system, the ability to send text campaigns to a number of different databases
- 2 -way module allows members to reply to texts
- Unsubscribe feature allows members to opt out at any stage
- Web based platform allowing multiple users and access from anywhere

Results

- Unison now have an active text database of over 3900 members
- They received over 1400 responses to a recent campaign
- Text is now an integral part of Unison's communication strategy
- Members comments on the text service...

"I enjoyed the texting it makes u feel that u have contributed to UNISON as a whole."

"The txt msgs have been a gr8 idea. Hope the campaign has got good results."

"Texting is a great idea. It's quick and easy way to communicate"

Lycos and Universal Studios

Shrek2 and Van Helsing DVD launches supported by mobile campaign

Objective

- Lycos client Universal Studios, required exposure via the mobile channel to support the DVD launch of Shrek 2 and Van Helsing over the Christmas period.
- Generate increased awareness of the launch of both DVD titles
- Target consumers while they are shopping
- Drive consumers to purchase DVD



Solution

- Target Lycos opt in consumer database of 35000 consumers
- Database closely matches target market for Shrek2 and Van Helsing target audience
- Shrek2 text...
'Dont get swamped this Xmas! Make Shrek2 yours! Buy the Video or DVD to see tons of amazing extras including the shrektastic mini-film, Far Far Away Idol!'
- Van Helsing text...
'Nightmares before Christmas dont happen when this hero is around. Own this Fangtastic, monster of movies on DVD now. Van Helsing, experience the adventure.'
- Send text at peak shopping time, late morning on a Saturday

Results

- Both launches saw exceptionally strong sales over the Christmas period, with the DVDs being sold into hundreds of thousands of UK homes.
- Mobile marketing added a new and innovative dimension to launch, supporting all other channels

Shiseido

260% Growth For Japanese Skin Care Company

"The Puretext campaign has made a direct contribution to sales success". Emily Doncaster, Marketing Manager, Shiseido UK.

Objective

- Relaunch an existing skincare range - Pureness
- Target 18-25 year olds
- Develop innovative communications
- Refresh and revitalise the brand
- Generate high levels of media coverage
- Position Shiseido as leading edge in this market

Solution

- The creation of PURETEXT, a text-based service offering skincare advice, tips and free samples
- Pre-launch new product range and Puretext service to one media title in target group
- Launch to all target press at an intriguing and relevant event - the futuristic Nutopia in London's Covent Garden

Results

- Pureness sales increased by 260% over previous year
- 5% response rate (industry average 0.1%)
- Over 14,000 Puretext members in first year
- Sales of new Pureness for first 4 weeks of campaign were doubled
- 65 beauty editors attended launch, breaking all records for press attendance of Shiseido UK launches
- Coverage on Pureness and Puretext achieved in 90% of attending media, including all women's monthlies and national press
- Company Magazine ran a pre-launch exclusive and substantial post launch coverage
- Now entering its fourth year